



Theresa Syer Bio



Theresa Syer's impressive career spans more than two decades and includes all aspects of hospitality sales and marketing.

An unapologetic optimist, she shares her contagious enthusiasm while inspiring and empowering audiences with her high energy message which tells people how to shake off mediocrity and live up to their greatness.

An accomplished speaker and author, she is filled with power, passion and purpose. Theresa draws from her 'hands on' real life experiences as a former Director of Sales and Marketing with Sheraton Hotels and a Visitor & Convention Bureau. Her speaking engagements to date include such organizations as the Meeting Professionals International World Education Congress; Mississippi Governor's Conference on Tourism; Mississippi Economic Development Council; Canadian Society of Association Executives Annual Conference to name a few.

Today a successful entrepreneur, Theresa is President of Hospitality Solutions. She is a visionary who works with varied sized tourism industry partners. She has a documented record of increasing sales, market penetration, and having teams master superlative customer service.

She is a proud member of the Canadian Association of Professional Speakers (CAPS), the Canadian Professional Sales Association (CPSA) and the Oakville, Ontario Chamber of Commerce.

Her honours include numerous Adrian Advertising Awards from HSMAI (Hospitality Sales and Marketing Association International), Sheraton Canada's Sales & Marketing Award and Manager of the Year with Sheraton Hamilton. In addition, she was recognized with the prestigious Greater Hamilton Economic Development Lifetime Achievement Award in 2001.

Theresa's powerful message and dynamic presentation style help motivate audiences to achieve outstanding results!